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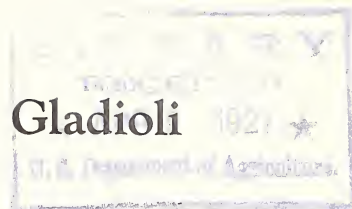


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1927

# Wholesale and Retail List of Choice Gladioli

FROM THE RANCHO SANTA FE BULB COMPANY  
Rancho Santa Fe, San Diego County, Calif.



Please note that we send this list alike to the wholesale and to the retail customer. Special prices will be quoted upon inquiry to anyone wishing to purchase one or more thousand of any variety.

Those varieties printed in large type we can furnish in lots of ten thousand and over. Where prices are quoted for single bulbs it indicates a short supply, sufficient only for early orders.

No grower can afford to sell at retail, at prices less than several times the wholesale rate, owing to the expense attending such business, and so our list will do for both, as the retail purchaser will understand the reason for this great difference in quotation by quantity. To profit most from the beauty of this glorious flower, one should buy by the hundred and plant at intervals. Where we have especially commented upon a variety, we have been careful to do so only as we know it for an all-round fine variety, in vigor, productiveness and beauty.

## PRICE LIST

Where bill amounts to \$5.00 or over, 10 may be had at hundred rates. Where less than ten of a variety quoted at 100 rate are ordered, double the quotation rate, for instance: 5 Carmen Sylva at 12c, 60c

(Gfl.—Primulinus Grandiflora)

*Prices are per hundred unless otherwise noted*

Alton.	Rich orange, much ruffled	per hundred	\$10.00
CARMEN SYLVA.	Large fine white	per hundred	6.00
Chateau Thierry.	Scarlet, fine	each	.05
Diener's American Beauty		per hundred	25.00
Richard Diener.	Geranium pink, many open, very fine	each	.40
Mrs. Leon Douglass.	Begonia rose, striped scarlet	each	.35
Early Snowflake.	Color rich creamy white, very slightly tinted rose, tinge of yellow in throat	each	.10
EBERIUS.	Very popular velvety purple	per hundred	4.50
ELF.	Lemon yellow in bud, opening snow white, lemon yellow lip	per hundred	4.00
ELORA.	Strong, early, cream pink, throat with dash of yellow, Burbank's best	per hundred	3.00
Gladdie Boy.	Very large, beautiful orange pink	each	5.00
GLENDALE.	Rich American Beauty color, tall, straight	per hundred	4.00
Glory of Kennemerland.	Rose	each	.10
GOLDEN MEASURE.	Tall strong grower, best yellow	per hundred	6.00
John M. Good		per hundred	7.00
Halley.	Early big pink	per hundred	4.00
Herada.	Magenta	each	.10
Imperator.	Big white, new, no faults	each	.50

A. B. Kunderd.	Lavender and cream, much ruffled	per hundred	7.00
Marie Kunderd.	Early white, beautiful form	each	.20
R. J. Kunderd.	Fine clear orange scarlet	each	.40
Llewellyn.	Fine pink, new	each	.30
JACK LONDON.	Tall orange red	per hundred	9.00
Los Angeles.	Shrimp pink, very fine florist flower	per hundred	25.00
Maidenblush.	Big early, light pink. (gfl.)	per hundred	5.00
Mr. Mark.	One of the best of the blues	each	.20
Minuet.	Very large, clear lavender	each	10.00
Minuet bulblets.		each	1.00
Morning Glory.	Sulphur yellow, a very much improved Schwaben	each	.10
Myrtle.	The very best of its type, light pink	per hundred	7.00
Niagara.	Giant spike, pink and cream, or Marguerite yellow	per hundred	5.00
Nora.	Greyish lavender, large	each	.10
Orange Flame.	Tall rich orange	each	.50
The Orchid.	A very remarkable new and beautiful type, as different from other varieties as is the cactus from the old round ball Dahlia. A real Cattleya Orchid form and color. Our own origination	each	10.00
	Medium size	each	5.00

Under Nature's plan for developing new forms of flowers from a common ancestor, there are two well defined processes.

The first is by variation in form and color from the parent plant. This is brought about by cross pollination and by selection, and accounts for most of the variation whereby new named varieties are developed from seed.

The second is by a "break," as it is called by plant breeders. This is where there is not only difference in form and color but where a new and different *type* of flower is developed.

One of the reasons why the culture of the tulip is so popular in Europe is that "breaks" of this kind occur rather frequently in the tulip family, and the breeder knows that in his lifetime several "breaks" may occur by means of which his name will be handed down to posterity as the originator of a new family or type of tulip.

But "breaks" are very rare among Dahlias, Gladioli, and other flowers. For instance, the dealers' catalogues carry about five distinct types of Dahlias. These have developed from two original sources of the wild dahlia since it was first cultivated in Europe about 130 years ago. This means that in a hundred and thirty years there have been not more than three pronounced breaks in the Dahlia family.

There are two distinct types of Gladiolus in Commerce—the first the Gandivensis type, that is the older form which we have all raised in our gardens. The second the Primulinus type, which is becoming increasingly popular.

The first break in the Gladiolus family in something like fifty years occurred when Dr. A. R. Sprague produced "The Orchid"—an orchid flowering type, new in form and color.

Dr. Sprague, of the Rancho Santa Fe Bulb Company, has been a specialist in Gladiolus culture for more than thirty years, and has originated thousands of new and wonderful variations in both the Gandivensis and Primulinus fields. Over nine hundred of these have been marked for preservation as being equal to or better than any similar known varieties, and later the best of them will be put on the market. Dr. Sprague is often asked how he developed The Orchid. He usually smiles and says that these processes are very mysterious and secret, but when he is in a mood



THE ORCHID--A





NEW CREATION

to talk he will tell you that a "break" of this kind is absolutely beyond the control of man and is one of the wonder-works of the Creator.

Last year we did not wish to begin distributing The Orchid until we had increased our stock, so we announced a price of \$100 a bulb, thinking that this would be prohibitive for a flower so little known and advertised. But The Orchid was shown at the Rochester and Boston Gladiolus shows last year and we sold more than a dozen of these rare bulbs at the \$100 price. These were bought by the professionals, who at once recognized the value of the new creation.

We are often asked how any one can afford to pay a hundred dollars for a single gladiolus bulb. The reason is the same that justifies a group of farmers in the Middle West in paying tens of thousands of dollars for a breeding animal. The professional who bought a hundred dollar bulb from us will have next year (if he has as good luck as we do) over a hundred bulbs to sell from his bulblets from the first planting and in addition will have a quantity of seed which may develop a great family of variations from this new orchid type. So a hundred dollar bulb is a much better investment from the standpoint of the cash return than a hundred twenty-five cent bulbs would be.

The Orchid is wonderful in its reproducing power. We frequently get from a hundred to a hundred and seventy bulblets from one bulb. Because of this, we now have a large stock of The Orchid, and this year it is offered for the first time at \$10 a bulb. At this price it will be a money-maker for those who get in early on this new variety.

The Orchid is a wonderful flower for bridal bouquets and for June graduation corsages. When arranged with background of green and so worn it looks much like a Cattleya Orchid, as it is like an orchid in both form and color. The flowers, as grown by us, range in natural spread of petals from five to eight and one-half inches, with four or five open at one time. It has peculiar lasting power as a cut flower when worn as a corsage bouquet and therefore kept out of water.

The photograph shows the lacinated edges and the beautiful ruffling, but leaves to the imagination the exquisite orchid coloring—lavender pink upon the paler flushed, frosted surface.

## PRICE LIST

<b>Paramount.</b>	A very beautiful creamy pink.....each	.75
<b>Peach Rose.</b>	Dark rose, very beautiful..... .....per hundred	15.00
<b>Pearl of Dawn.</b>	Pale rose pink, most unusually fine color, much ruffled.....per hundred	10.00
<b>Mrs. F. C. Peters.</b>	Large rose lilac, with small rich blotch.....each	.15
<b>Pink Lily.</b>	Ruffled Rose pink.....each	.15
<b>Primunella (Gfl.)</b>	Beautiful ruffled yellow with tinge of pink.....each	.15
<b>Purple Glory.</b>	Superb rich purple red, ruffled, without rival.....per hundred	5.00
<b>Radium.</b>	Pink.....each	.05
<b>Red Canna.</b>	Deep scarlet red.....each	.10
<b>Red Fire.</b>	The most brilliant clear red.....each	.25
<b>ROSE ASH.</b>	Ashes of roses, giantspike..... .....per hundred	4.00
<b>Rose Glory.</b>	Rose pink, ruffled.....per hundred	5.00
<b>Scarlano.</b>	Large intense red.....each	.10
<b>Scarlet Princeps (Virgina).</b>	Large scarlet self color.....per hundred	6.00
<b>SENTINEL.</b>	One of the best Australians, strong grower, light red.....per hundred	5.00
<b>E. J. SHAYLOR.</b>	Very tall, strong grower, pure deep rose pink, ruffled, excellent...per hundred	5.00
<b>B. L. SMITH.</b>	Lovely light lavender, charming, ruffled.....per hundred	5.00
<b>Superba.</b>	Very showy crimson red, fine....each	.35
<b>Elisabeth Tabor.</b>	Large early pink, carmine blotch.....per hundred	15.00
<b>Miss Christine Treur.</b>	Pale pink.....each	.10
<b>Triumphator.</b>	Large orange red, new color...each	.75
<b>Jacoba Van Beijeren.</b>	Violet, self color, tall...each	.25
<b>Mrs. Peter Vos.</b>	Peach red.....each	.15
<b>WHITE GIANT.</b>	Very large waxy white, lily like, very fine.....per hundred	8.50
<b>Wilbrink.</b>	Large pale pink, early...per hundred	5.00
<b>Wolverine.</b>	Coral pink, fine.....each	.10
<b>Yellow Prince.</b>	Coppery yellow, hooded, fine (Gfl.).....per hundred	6.00

We have several thousand of a mixture, accidentally made, from fine named varieties (Kunderd) which we will close out by the hundred or thousand at very cheap rates. If interested, ask for prices.

This season we shall sell no bulblets of "The Orchid," but will quote other bulblets at usual rates.

We expect cash with order, as is everywhere customary. We pay postage on all orders amounting to \$2.00 or more, except where rates are quoted by the thousand, when we will make delivery at express office here and send express collect. We will replace any bulbs which are not satisfactory, upon the return of the same. We quote on size 1  $\frac{1}{4}$  inches up, for we have found that a young high crown bulb of that diameter is better than most 2" bulbs of greater age. Nearly all of our stock this year are splendid big, round bulbs full of vigor, averaging 1  $\frac{1}{2}$ " and up. Our soil and climatic conditions are perhaps unequalled for producing growing stock for early planting or forcing.

We are prepared to furnish planting stock number 3, 4 and 5 sizes of leading varieties by the hundred or thousand, and will furnish quotations upon request.

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RANCHO SANTA FE BULB COMPANY  
Rancho Santa Fe, Calif.

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